

**P**rior to 1962, the Kresge Company has always had a customer relations area. K mart has incorporated customer relations as a necessary part of successful retailing. Its primary focus is satisfying the customer and properly training our personnel to handle the public professionally and efficiently.

James D. McNeerney is currently Director of Customer Relations at KIH and says, "Our customers do us a favor when they buy what we have to sell and we owe it to them to see that they are completely satisfied. K mart's policy is 'Satisfaction Always'."

Mr. McNerney responds to customer letters and phone calls involving employee commendations, customer complaints and customer requests.

When an employee is commended for excellent service it is usually because he or she remembered the little things that make a customer happy and satisfied like:

- Keeping in touch with the customer.
- A sincere listening attitude.
- An open ear for customer opinion about the store and merchandise.
- Making sure that each customer leaves the store satisfied.

Employee commendation letters once received at headquarters, are channeled through the regional office and subsequently sent to the store so that the employee is made aware of the fine job they are doing.

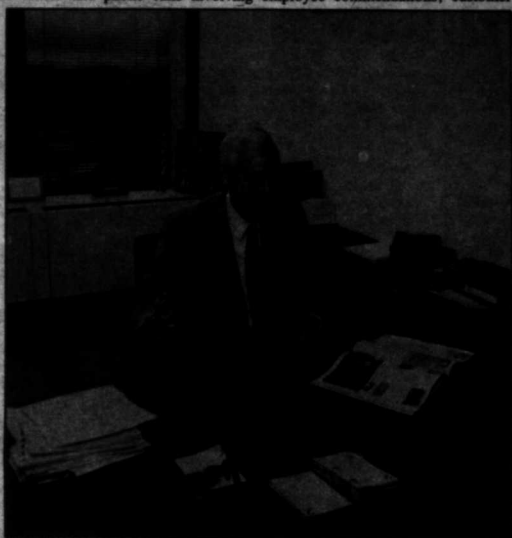
Customer complaint letters are handled much the same way, but in this instance "it is vital that the dissatisfied customer is contacted immediately to resolve the problem," states Mr. McNamee.

Mr. McNerney states that in the field of retailing, as well as any other type of business, customer complaints are part of the natural process. It is how we handle this customer afterwards that is important. A good, listening attitude and exercising agreeable mannerisms will show the customer your concern for his or her dilemma. Ask questions to gain more information and when you decide what to do, tell the customer your decision and follow up with your plan. Always thank the customer for bringing the problem to your attention.

One reason that a complaint is valuable is that it demonstrates psychologically that the customer really prefers to continue to do business with K mart. In most cases, the customer will not make the effort to bring the problem to the attention of the company, if he or she does not care to continue the relationship.

A corporate executive once outlined those things that customers expect from general merchandise retailers and some of them were:

(Continued on Page 6)



Above, Mr. McNerney explains why practicing our "Satisfaction Always" policy brings back the customer for repeat service. Below, Mr. McNerney and Ms. Susan Hager go over a recent customer letter. Customer letters, act as a guide in planning for the future success of K mart.

